July 14, 1994

To: Regional Managers/Regional Operations Managers

Subject: **Additional 1994 Regional Permanent Retail Presence Funding**

Attached you will find a "1994 Additional Permanent Retail Presence Menu" with your increased regional funding for the balance of 1994.

Special Instructions:

- Regional Manager/Regional Operations Manager will order all additional retail presence items for their region. Once all orders for additional items are received in Winston-Salem, regions will be able to allocate items to division level if desired.
- Funds must be spent on those items listed on the menu.
- All regions have been allocated a number of Camel Contravision Units, Camel Checkout Counter Waterfall Units, 36" Light Thief With Pricer Units (Camel or Winston) and Camel Logo Neons.

Next Steps:

- All complete orders must be returned to Winston-Salem (Attention: K. B. Hedrick, Sales) by **August 1, 1994**.
- Items will be entered into SMS and allocations to region level by August 12, 1994.
- Item availability dates will be provided by week of August 22, 1994. (Target availability date for all items is no later than September 23, 1994.

If you have any questions or need additional information, please call K. B. Hedrick (ext. 2530).

MERCHANDISING DEPARTMENT

Attachments: - Menu List With Budget
- Specification Sheets For The Checkout Counter Waterfall Unit -- 36" Light Thief w/Pricer Unit -- New Camel Logo Neon

cc: Area Vice Presidents
Directors of Area Operations

51847 6084

Source: https://www.industrydocuments.ucsf.edu/docs/jrhy0000

Additional 1994 Perm. Retail Presence ~~ITEMS~~

PDI	TOTAL ~~1200~~	M. 1224	Br. 1225	NJ 1226	Q 1229	Ant. 1230	Per S ~~[illegible]~~
Camel Banner	100	50	–	25	–	25	10
Win Banner	50	–	25	–	25	–	10
Lg W/W Prices (C)	25	25	–	–	–	–	10
" " (W)	125	5	30	30	30	30	10
Metal Sign (C)	500	125	210	20	125	20	10
Ground Mt (W)	50	–	–	25	–	25	1
Curb Mt. (W)	70	[illegible]	35	–	25	10	1
" " (C)	30	30	–	–	–	–	1
Contravision (C)	100	40	–	20	20	20	10
Waterfall (C)	250	80	50	50	20	50	1
Light Thief (C)	300	25	50	85	50	90	1
" (W)	200	10	50	45	50	45	1
Neon (C)	600	165	120	75	120	120	1

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Source: https://www.industrydocuments.ucsf.edu/docs/jrhy0000

Sales Area: North East Sales Area
Sales Region: New York

Region Budget $: $133M

Additional 1994 Permanent Retail Presence Menu

Description	Allocated SKU's	Pkg	Camel	# SKU's	Winston	# SKU's	Total # SKU's	Cost Per SKU	Total Cost
Change Mat		25	456213					$75.00	$
Shopping Basket		1	456216		456273			$80.00	
Battery Clock		6	456222					$150.00	
Floor Ashtray		2	456225		456282			$60.00	
5'x2' Pricing Banner		10	456240	100	456291	50	150	$55.00	8,250
Lg. Win/Wall Pricer (V)		10	456243	25	456294	125	150	$85.00	12,750
Metal Sign w/Message Area		10	456252	500			500	$40.00	20,000
Ground Mount		1	456261		456300	50	50	$190.00	9,500
Pole Mount		1	456264					$85.00	
Curb Mount		1	456270	30	456303	70	100	$85.00	8,500
Contravision	100	10	462672	100			100	$250.00	25,000
Checkout Counter Waterfall	250	1	459460	250			250	$120.00	30,000
36" Light Thief w/Pricer	500	1	467390	300	470864	200	500	$38.00	19,000
Camel Logo Neon	600	1	470522	600			600	N/A	0
Total Region Budget									$ 133,000

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Source: https://www.industrydocuments.ucsf.edu/docs/jrhy0000

Additional 1994 Permanent Retail Presence Items

PDI	SKU	MANHATTAN	BROOKLYN	NORTH JERSEY	QUEENS	CENTRAL	TOTAL
CAMEL BANNER	10	50	0	25	0	25	100
WIN. BANNER	10	0	25	0	25	0	50
LG. W/W PRICER (C)	10	25	0	0	0	0	25
LG. W/W PRICER (W)	10	5	30	30	30	30	125
METAL SIGN (C)	10	125	210	50	125	20	500
GROUND MT. (W)	1	0	0	25	0	25	50
CLUB MT. (W)	1	0	35	0	25	10	70
CLUB MT. (C)	1	30	0	0	0	0	30
CONTRAVISION (C)	10	40	0	20	20	20	100
WATERFALL (C)	1	80	50	50	20	50	250
LIGHT THEIF (C)	1	25	50	85	50	90	300
LIGHT THIEF (W)	1	10	50	45	50	45	200
NEON (C)	1	165	120	75	120	120	600
CHANGE MAT (Select)	1	20	20	20	15	20	95

RORY.XLS

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Source: https://www.industrydocuments.ucsf.edu/docs/jrhy0000

Additional 1994 Permanent Retail Presence Items

PDI	SKU	MANHATTAN	BROOKLYN	NORTH JERSEY	QUEENS	CENTRAL	TOTAL
CAMEL BANNER	10	50	0	25	0	25	100
WIN. BANNER	10	0	25	0	25	0	50
LG. W/W PRICER (C)	10	25	0	0	0	0	25
LG. W/W PRICER (W)	10	5	30	30	30	30	125
METAL SIGN (C)	10	125	210	50	125	20	500
GROUND MT. (W)	1	0	0	25	0	25	50
CLUB MT. (W)	1	0	35	0	25	10	70
CLUB MT. (C)	1	30	0	0	0	0	30
CONTRAVISION (C)	10	40	0	20	20	20	100
WATERFALL (C)	1	80	50	50	20	50	250
LIGHT THEIF (C)	1	25	50	85	50	90	300
LIGHT THIEF (W)	1	10	50	45	50	45	200
NEON (C)	1	165	120	75	120	120	600
CHANGE MAT (Select)	1	20	20	20	15	20	95

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Source: https://www.industrydocuments.ucsf.edu/docs/jrhy0000

59

Sales Area: North East Sales Area
Sales Region: New York

Region Budget $: $133M

Additional 1994 Permanent Retail Presence Menu

Description	Allocated SKU's	Pkg	Camel	# SKU's	Winston	# SKU's	Total # SKU's	Cost Per SKU	Total Cost
Change Mat		25	456213					$75.00	$
Shopping Basket		1	456216		456273			$80.00	
Battery Clock		6	456222					$150.00	
Floor Ashtray		2	456225		456282			$60.00	
5'x2' Pricing Banner		10	456240	100	456291	50	70 150	$55.00	8250
Lg. Win/Wall Pricer (V)		10	456243	25	456294	125	150	$85.00	12,750
Metal Sign w/Message Area		10	456252	500			500	$40.00	20,000
Ground Mount		1	456261		456300	50	50	$190.00	9,500
Pole Mount		1	456264					$85.00	
Curb Mount		1	456270	30	456303	70	100	$85.00	8500
Contravision	100	10	462672	100			100	$250.00	25,000
Checkout Counter Waterfall	250	1	459460	250			250	$120.00	30,000
36" Light Thief w/Pricer	500	1	467390	300	470864	200	500	$38.00	19000
Camel Logo Neon	600	1	470522	600			600	N/A	-0-
Total Region Budget									$ 133,000

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Source: https://www.industrydocuments.ucsf.edu/docs/jrhy0000

Sales Area: North East Sales Area
Sales Region: New York

Region Budget $: $133M

Additional 1994 Permanent Retail Presence Menu

Description	Allocated SKU's	Pkg	Camel	# SKU's	Winston	# SKU's	Total # SKU's	Cost Per SKU	Total Cost
Change Mat		25	456213					$75.00	$
Shopping Basket		1	456216		456273			$80.00	
Battery Clock		6	456222					$150.00	
Floor Ashtray		2	456225		456282			$60.00	
5'x2' Pricing Banner		10	456240		456291			$55.00	
Lg. Win/Wall Pricer (V)		10	456243		456294			$85.00	
Metal Sign w/Message Area		10	456252					$40.00	
Ground Mount		1	456261		456300			$190.00	
Pole Mount		1	456264					$85.00	
Curb Mount		1	456270		456303			$85.00	
Contravision	100	10	462672					$250.00	
Checkout Counter Waterfall	250	1	459460					$120.00	
36" Light Thief w/Pricer	500	1	467390		470864			$38.00	
Camel Logo Neon	600	1	470522					N/A	
Total Region Budget									$ 133,000

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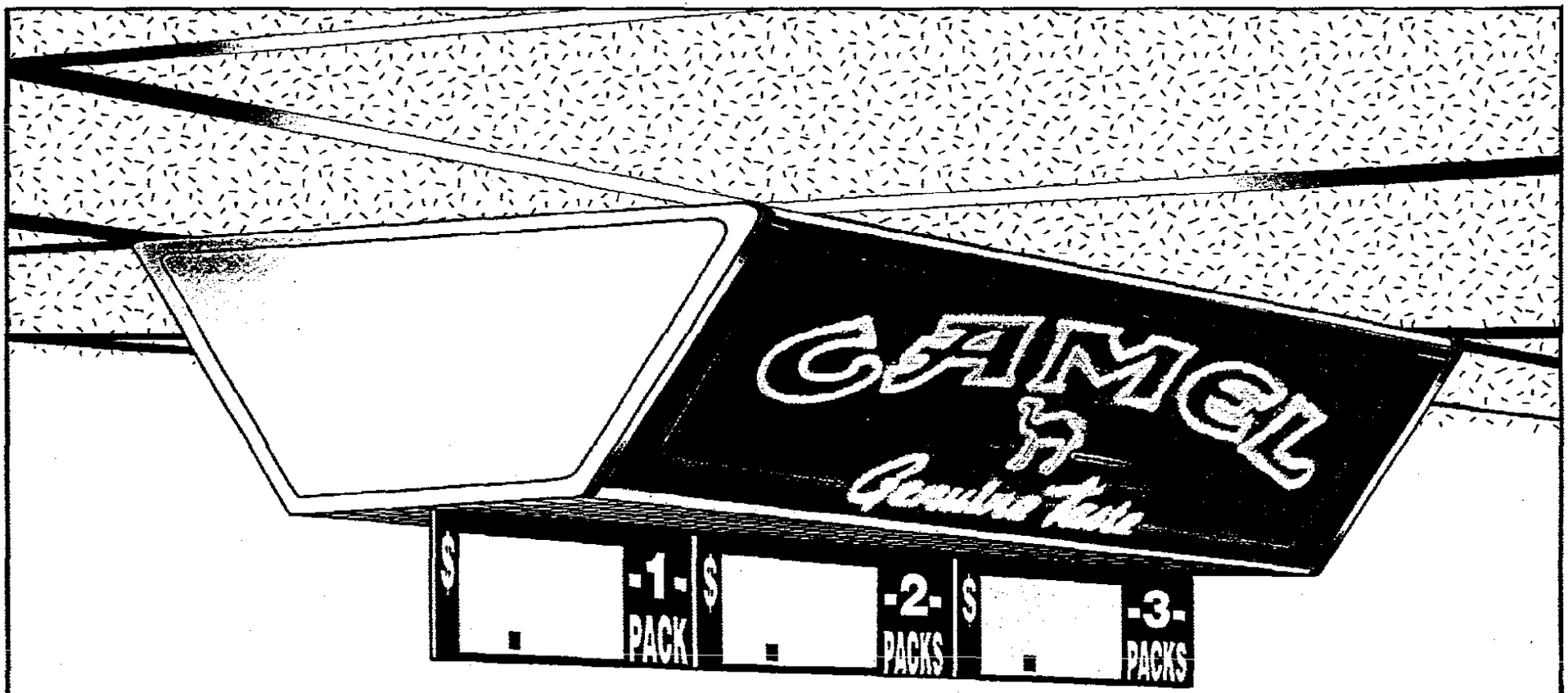
Source: https://www.industrydocuments.ucsf.edu/docs/jrhy0000



- 2-SIDED DISPLAY/UTILIZES (2) 36" ENHANCED CANOPY TRANSPARENCIES
- CLIPS TO CEILING LIGHT FRAME
- PRICING PANEL ACCEPTS STANDARD REMOVABLE 3" PRICE FONTS
- OPTIONAL CEILING FRAME (ITEM #467402) IS AVAILABLE TO MOUNT THE LIGHT THIEF IN LOCATIONS WITHOUT GRID CEILINGS
- SNAP TOGETHER ASSEMBLY: NO TOOLS REQUIRED
- TRANSPARENCIES ARE EASILY CHANGED
- BOTTOM GRID ALLOWS LIGHT TO PASS THROUGH

R J Reynolds Tobacco Company

7/94

CAMEL 36" LIGHT THIEF WITH PRICER

Item Number: 467390

SKU Pack: 1

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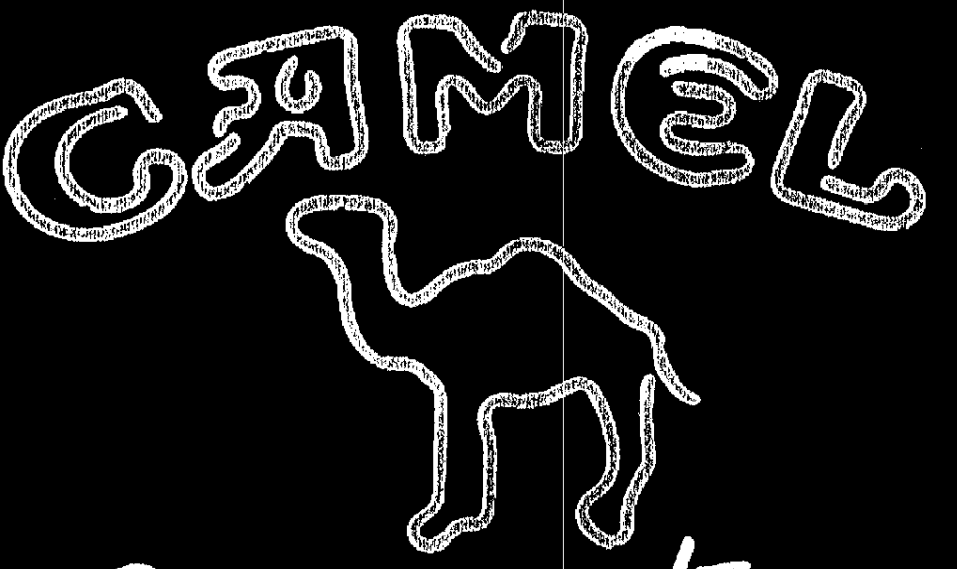
Source: https://www.industrydocuments.ucsf.edu/docs/jrhy0000

New!

CAMEL Neon



Genuine Taste

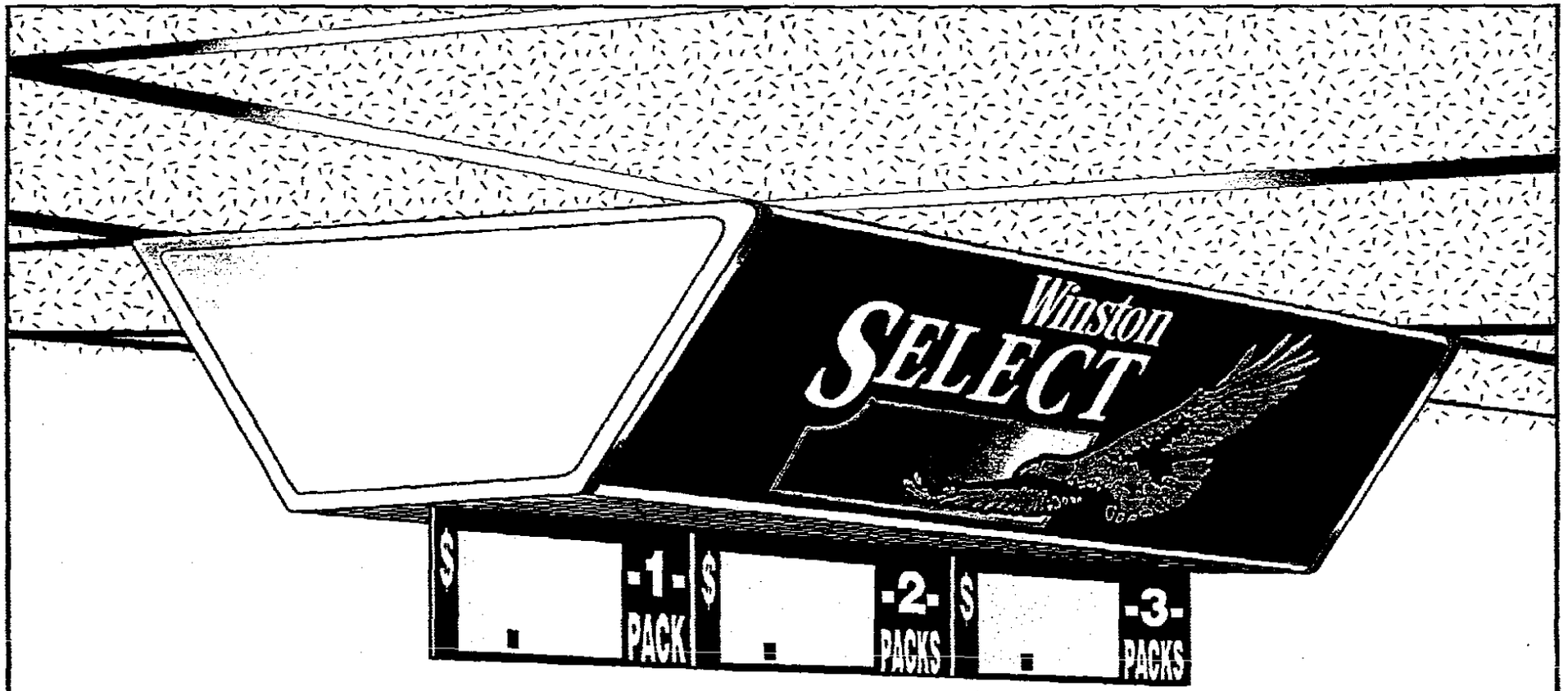
AVAILABLE AUGUST 19, 1994

ALLOCATED • COMMODITY # 4/0522

©1994 R.J. REYNOLDS TOBACCO COMPANY

51847 6092

Source: https://www.industrydocuments.ucsf.edu/docs/jrhy0000



- 2-SIDED DISPLAY/UTILIZES (2) 36" ENHANCED CANOPY TRANSPARENCIES
- CLIPS TO CEILING LIGHT FRAME
- PRICING PANEL ACCEPTS STANDARD REMOVABLE 3" PRICE FONTS
- OPTIONAL CEILING FRAME (ITEM #467402) IS AVAILABLE TO MOUNT THE LIGHT THIEF IN LOCATIONS WITHOUT GRID CEILINGS
- SNAP TOGETHER ASSEMBLY: NO TOOLS REQUIRED
- TRANSPARENCIES ARE EASILY CHANGED
- BOTTOM GRID ALLOWS LIGHT TO PASS THROUGH

RJ Reynolds Tobacco Company

7/94

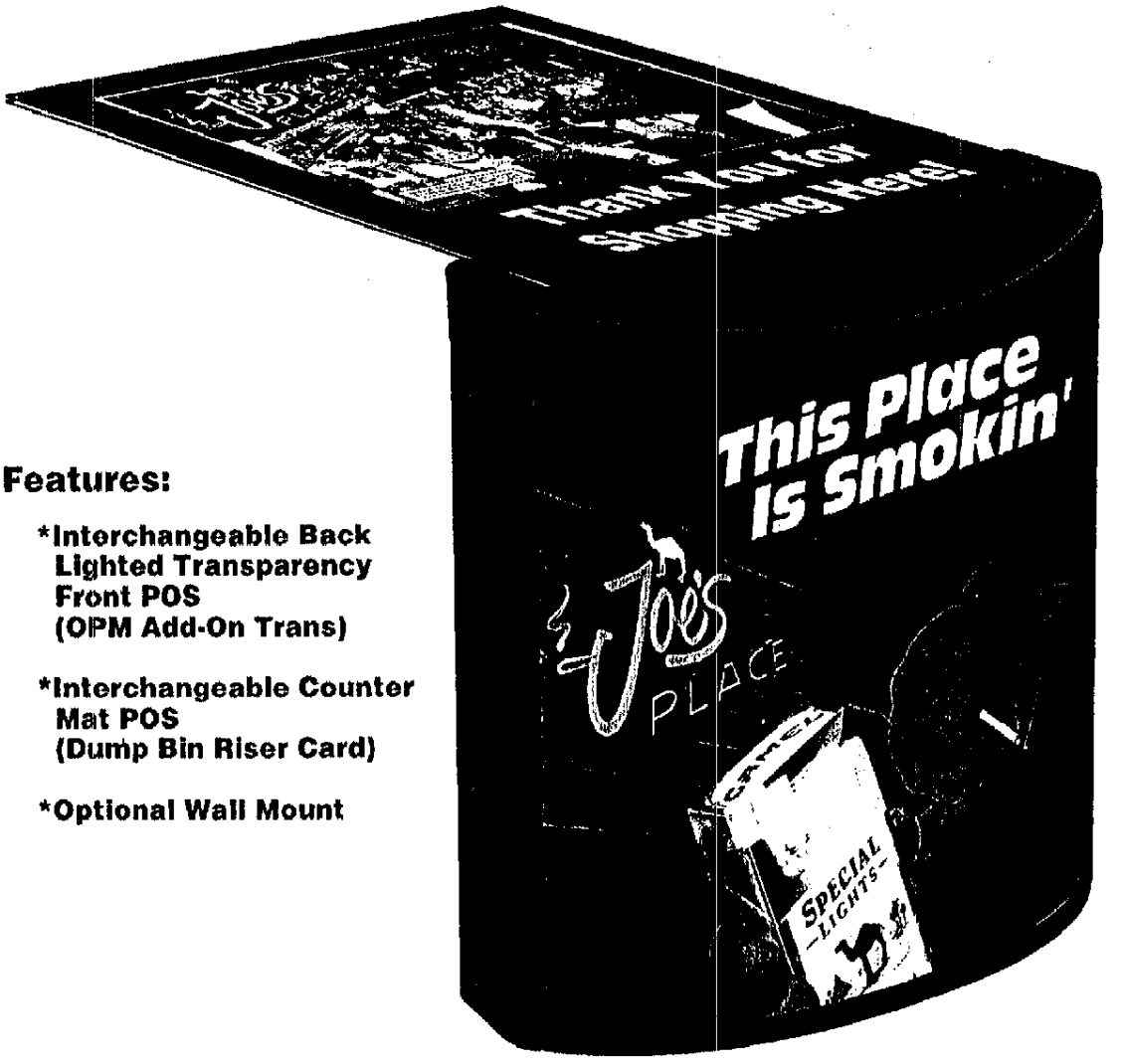
WINSTON SELECT 36" LIGHT THIEF WITH PRICER

Item Number: 470864

SKU Pack: 1

51847 6093

Source: https://www.industrydocuments.ucsf.edu/docs/jrhy0000



Features:

- *Interchangeable Back Lighted Transparency Front POS (OPM Add-On Trans)
- *Interchangeable Counter Mat POS (Dump Bin Riser Card)
- *Optional Wall Mount

Camel Waterfall Counter Display

Item # 462675
SKU Pack: 1

R.J. Reynolds Tobacco Company

7/94

51847 6094

Source: https://www.industrydocuments.ucsf.edu/docs/jrhy0000

RJ Reynolds Tobacco Company

BUY DOWN PDI TOOLS

WINSTON HORIZONTAL NEON TENT PRICER
W/ Removable Twin Stick Mounting Pad
Item #: 454512
SKU Pack: 25
10 3/4" x 7 1/8"

WINSTON VERTICAL NEON TENT PRICER
W/ Removable Twin Stick Mounting Pad
Item #: 454503
SKU Pack: 25
10 3/4" x 7 1/8"

WINSTON LARGE NEON SECURITY DOOR PRICER
W/ 3/4" Suction Cups
Item #: 454500
SKU Pack: 25
7" x 14 3/4"

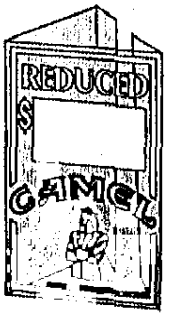
WINSTON SMALL NEON SECURITY DOOR PRICER
W/ 3/4" Suction Cups
Item #: 454497
SKU Pack: 25
4 1/2" x 7 1/2"

WINSTON NEON POP-UP STARBURST PRICER
W/ 3/4" Thick Removable Twin Stick Mounting Pad
Item #: 454521
SKU Pack: 25
6 3/4" x 5 1/2"

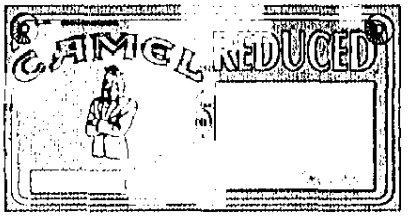
WINSTON NEON RAYCLING STARBURST PRICER
Removable Decal
Item #: 454515
SKU Pack: 25
6 3/4" x 5 1/2"

CAMEL HORIZONTAL NEON TENT PRICER
W/ Removable Twin Stick Mounting Pad
Item #: 454542
SKU Pack: 25
10 3/4" x 7 1/8"

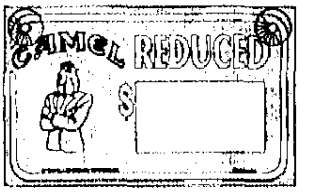
CAMEL VERTICAL NEON TENT PRICER
W/ Removable Twin Stick Mounting Pad
Item #: 454533
SKU Pack: 25
10 3/4" x 7 1/8"



CAMEL LARGE NEON SECURITY DOOR PRICER
W/ 3/4" Suction Cups
Item #: 454530
SKU Pack: 25
7" x 14 3/4"

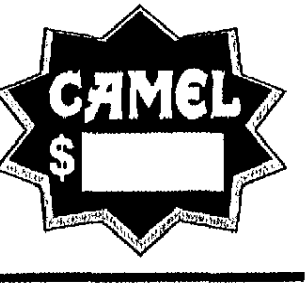


CAMEL SMALL NEON SECURITY DOOR PRICER
W/ 3/4" Suction Cups
Item #: 454524
SKU Pack: 25
4 1/2" x 7 1/2"



CAMEL NEON POP-UP STARBURST PRICER
W/ 3/4" Thick Removable Twin Stick Mounting Pad
Item #: 454494
SKU Pack: 25
6 3/4" x 5 1/2"

CAMEL NEON RAYCLING STARBURST PRICER
Removable Decal
Item #: 454545
SKU Pack: 25
6 3/4" x 5 1/2"



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1" & 3" PRICING FONTS ARE INCLUDED

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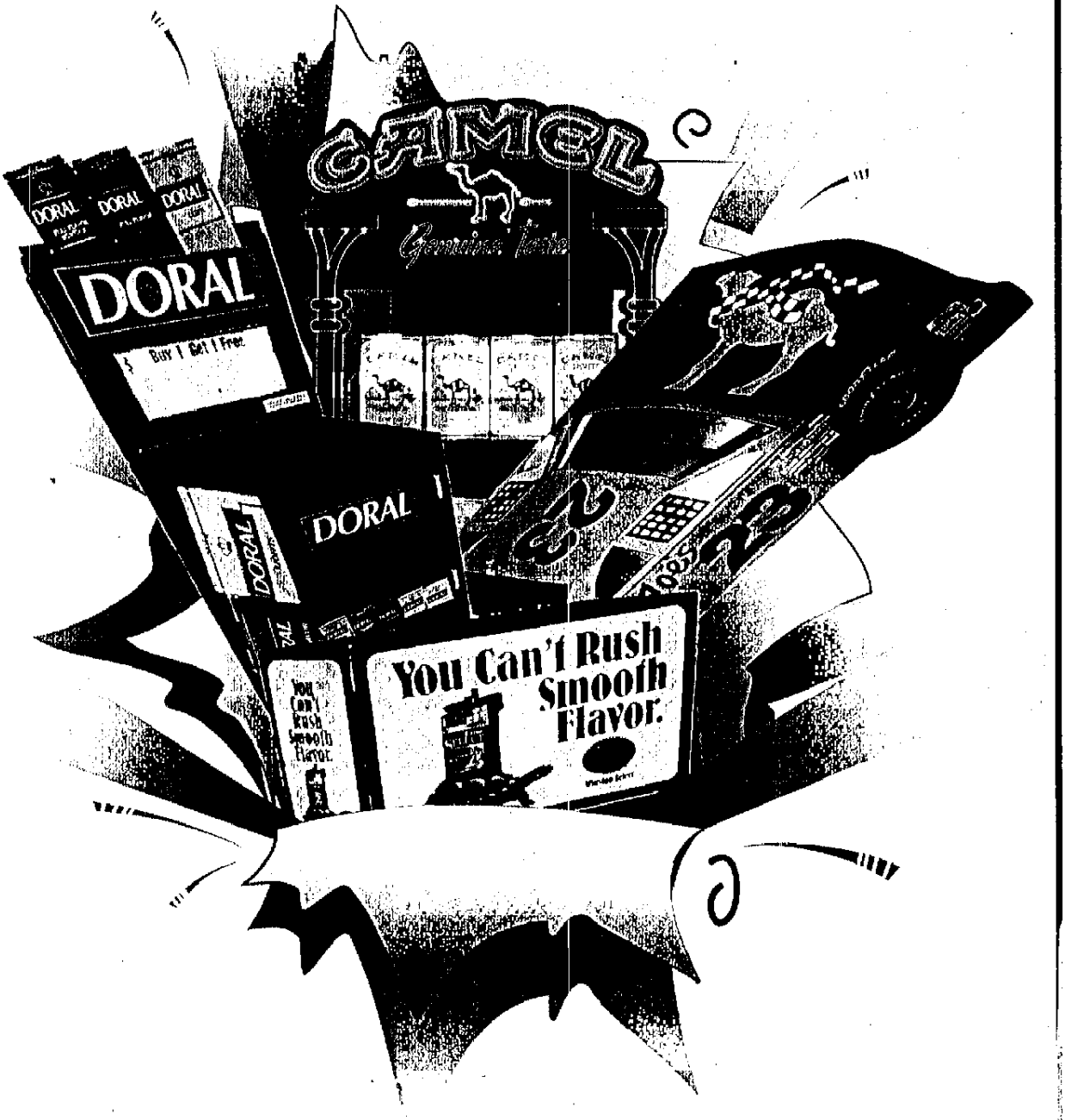
Source: https://www.industrydocuments.ucsf.edu/docs/jrhy0000

RJ Reynolds
Tobacco Company

1994 Retail Enhancement Program

Semi-Permanent Displays

Full Priced & Savings Brands



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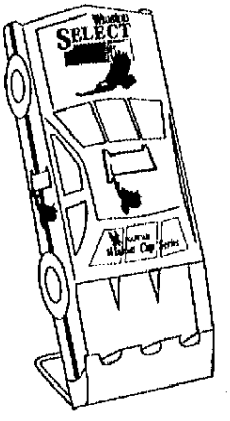
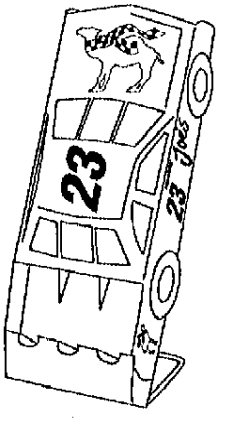
Source: https://www.industrydocuments.ucsf.edu/docs/jrhy0000

Semi-Permanent Counter Displays

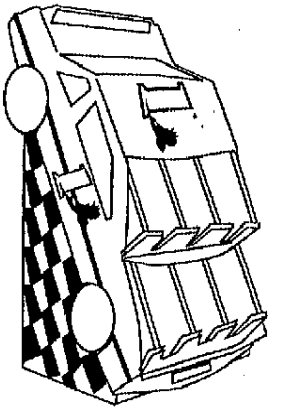


⬆30-Pack Winston Race Car
Commodity #:468842
SKU: 1

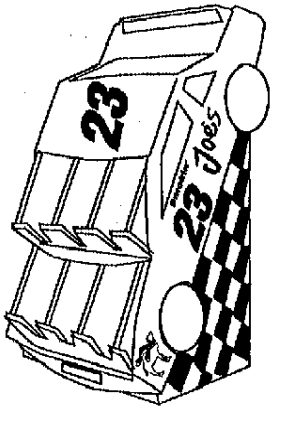


⬆30-Pack Camel Race Car
Commodity #:469292
SKU: 1

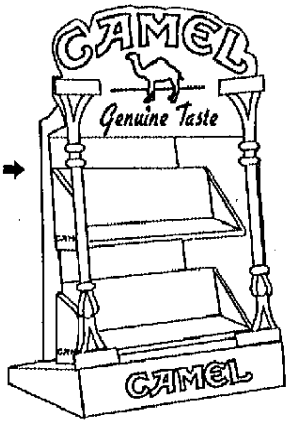
⬇50-Pack Winston Race Car
Commodity #:468851
SKU: 1



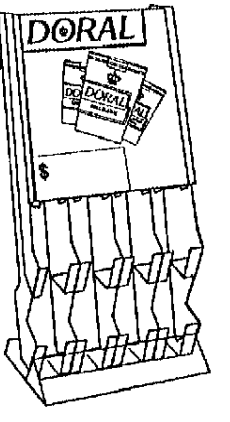
⬇50-Pack Camel Race Car
Commodity #:469283
SKU: 1



Camel Logo Counter Display ➡
Commodity #:469811
Capacity: 40 Packs
SKU: 1



Doral 4-Row Gravity Feed Display ➡
Commodity #:409763
Capacity: 80 Packs
SKU: 1
POS included with display



⬅Winston Select Counter Display
Commodity #:415967
Capacity: 40 Packs
SKU: 1
POS Included with display

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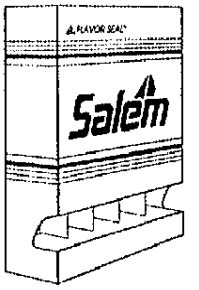
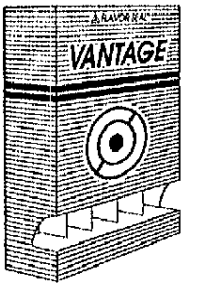
Source: https://www.industrydocuments.ucsf.edu/docs/jrhy0000

Semi-Permanent/Temporary Counter Displays

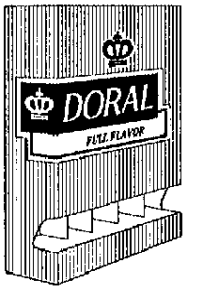
⬆ Winston Pack Replica
Commodity #:468890
Capacity: 40
SKU: 5



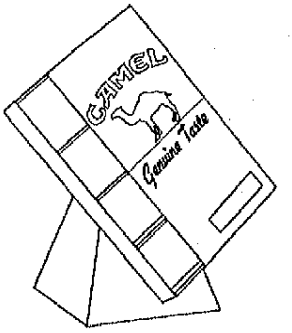
⬆ Salem Pack Replica
Commodity #:468872
Capacity: 40
SKU: 5



⬆Vantage Pack Replica
Commodity #:468860
Capacity: 40
SKU: 5



⬆ Doral Pack Replica
Commodity #:468881
Capacity: 40
SKU: 5



⬅Camel Pyramid Display
Commodity #:468902
Capacity: 40
SKU: 1

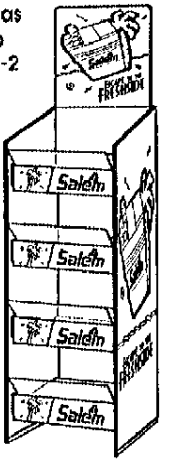
Semi-Permanent Floor Displays

POS INCLUDED WITH ALL FLOOR DISPLAYS

Shown as Setup Option-1

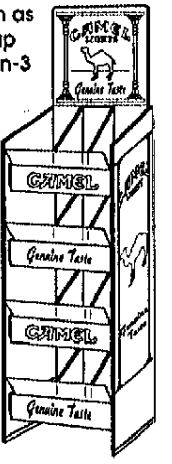
⬆Winston Dim-4 Floor Display
Commodity #:468992
SKU: 1

Shown as Setup Option-2



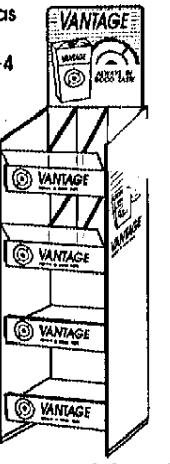
⬆ Salem Dim-4 Floor Display
Commodity #:468971
SKU: 1

Shown as Setup Option-3



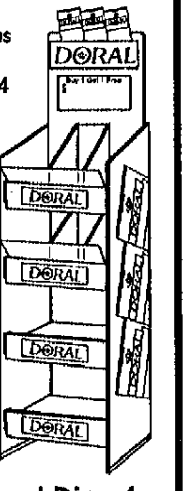
⬆ Camel Dim-4 Floor Display
Commodity #:469001
SKU: 1

Shown as Setup Option-4



⬆Vantage Dim-4 Floor Display
Commodity #:468962
SKU: 1

Shown as Setup Option-4



⬆ Doral Dim-4 Floor Display
Commodity #:468980
SKU: 1

Setup Options & Capacities	1. All cartons - 25 king size cartons per shelf: Total 100 cartons 2. All packs (4 large dump bins),140 packs per shelf: Total 760 packs 3. All packs (12 small dump bins), 40 packs per section: Total 480 packs 4. Combo pack/carton (multiple setups)

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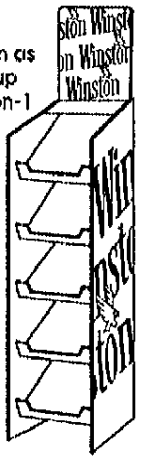
Source: https://www.industrydocuments.ucsf.edu/docs/jrhy0000

Semi-Permanent Floor Displays

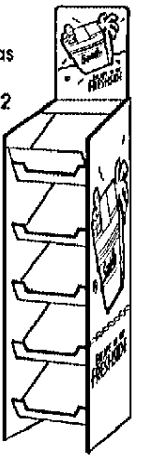
(Continued)

Shown as Setup Option-1



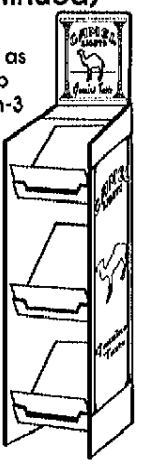
⬆ Winston Gravity Carton/Pack Dump Bin Display
Commodity #:468941
SKU: 1

Shown as Setup Option-2



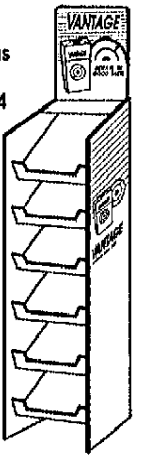
⬆ Salem Gravity Carton/Pack Dump Bin Display
Commodity #:468920
SKU: 1

Shown as Setup Option-3



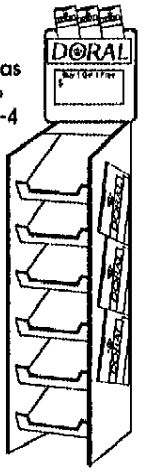
⬆ Camel Gravity Carton/Pack Dump Bin Display
Commodity #:468950
SKU: 1

Shown as Setup Option-4



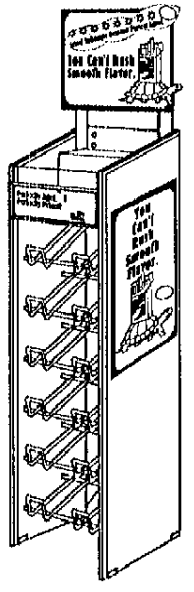
⬆ Vantage Gravity Carton/Pack Dump Bin Display
Commodity #:468911
SKU: 1

Shown as Setup Option-4



⬆ Doral Gravity Carton/Pack Dump Bin Display
Commodity #:468932
SKU: 1

Setup Options & Capacities	1. 5 carton shelves: Total 30 cartons 2. Dump bin (top shelf)/ 4 carton shelves: Total 100 packs/24 cartons 3. Three dump bins: Total 36 cartons 4. All cartons: Total 36 cartons



⬆ Winston Select Gravity Carton/Pack Dump Bin Display
Commodity #:411193
Capacity: 85 packs
42 cartons
SKU: 1

1994 Retail Enhancement Program

DESCRIPTION	COMMODITY #	SKU PACKING	AVAILABLE
SEMI-PERMANENT COUNTER DISPLAYS			
Winston Race Car #1 50-Pack	468851	1	8-10-94
Winston Race Car #2 30-Pack	468842	1	9-05-94
Camel Race Car #1 50-Pack	469283	1	9-09-94
Camel Race Car #2 30-Pack	469292	1	9-09-94
Winston Select Counter Display	415967	1	8-19-94
Camel Logo Counter Display	469811	1	9-09-94
Doral 4-Row Gravity Feed Display	409763	1	8-05-94
SEMI-PERMANENT/TEMPORARY COUNTER DISPLAYS(40-Pack Shippers)			
Winston Pack Replica	468890	5	8-19-94
Camel Pyramid Display	468902	1	9-05-94
Doral Pack Replica	468881	5	8-05-94
Vantage Pack Replica	468860	5	8-12-94
Salem Pack Replica	468872	5	8-12-94
SEMI-PERMANENT FLOOR DISPLAYS			
Camel Dim-4 Floor Display	469001	1	9-12-94
Winston Dim-4 Floor Display	468992	1	9-12-94
Doral Dim-4 Floor Display	468980	1	8-19-94
Salem Dim-4 Floor Display	468971	1	9-09-94
Vantage Dim-4 Floor Display	468962	1	9-02-94
Camel Gravity Ctn/Pack D/Bin Display	468950	1	8-19-94
Winston Gravity Ctn/Pack D/Bin Display	468941	1	8-05-94
Winston Select Grav. Ctn/Pack D/Bin	411193	1	8-19-94
Doral Gravity Ctn/Pack D/Bin Display	468932	1	8-05-94
Salem Gravity Ctn/Pack D/Bin Display	468920	1	8-19-94
Vantage Gravity Ctn/Pack D/Bin Display	468911	1	8-19-94

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Additional 1994 Permanent Retail Presence Items

PDI	SKU	1224 MANHATTAN	1225 BROOKLYN	1226 NORTH JERSEY	1229 QUEENS	1230 CENTRAL	TOTAL
CAMEL BANNER 472460	10	50	0	25	0	472460 25	100
WIN. BANNER 472631	10	0	25	0	25	0	50
LG. W/W PRICER (C)	10	472472 25	0	0	0	0	25
LG. W/W PRICER (W)	10	472690 5	30	30	30	472690 30	125
METAL SIGN (C)	10	472481 125	210	20 ~~50~~	125	472481 20	500
GROUND MT. (W)	1	472661 0	0	25	0	472661 25	50
CLUB MT. (W)	1	472682 0	35	0	25	472682 10	70
CLUB MT. (C)		472541 30	0	0	0	0	30
CONTRAVISION (C)	10	462672 40 40	0	20	20	462672 20	~~100~~ 40
WATERFALL (C)	1	462675 80 80	50 20	50	20	462675 50	250 100
LIGHT THEIF (C)	1	467390 25 75	~~50~~ 100	~~85~~ 135	50 100	467390 90 140	300
LIGHT THIEF (W)	1	476864 10	50	45	50	476864 45	200
NEON (C)	1	470522 163 ~~165~~	~~120~~	~~75~~	~~120~~	470522 ~~120~~ 60	600
CHANGE MAT (Select)	1	~~20~~ 18	~~20~~ 19	~~20~~ 0	~~15~~ 13	472400 20 17	95

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Source: https://www.industrydocuments.ucsf.edu/docs/jrhy0000

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Sales Area: North East Sales Area
Sales Region: New York

Region Budget $: $133M

Additional 1994 Permanent Retail Presence Menu

Description	Allocated SKU's	Pkg	Camel	# SKU's	Winston	# SKU's	Total # SKU's	Cost Per SKU	Total Cost
Change Mat (select) 469 ~~303~~ 301		25	456213 delete					$75.00	$
Shopping Basket		1	456216		456273			$80.00	
Battery Clock		6	456222					$150.00	
Floor Ashtray		2	456225		456282			$60.00	
5X2 Pricing Banner		10	456240	100	456291	50	~~70~~ 150	$55.00	8250
Lg. Win/Wall Pricer (V)		10	456243	25	456294	125	~~150~~	$85.00	12,750
Metal Sign w/Message Area		10	456252	500			500	$40.00	20,000
Ground Mount		1	456261		456300	50	50	$190.00	9,500
Pole Mount		1	456264					$85.00	
Curb Mount		1	456270	30	456303	70	100	$85.00	8500
Contravision	100	10	462672 delete	100			100	$250.00	25,000
Checkout Counter Waterfall	250	1	~~459460~~ 462675 done	250			250	$120.00	30,000
36" Light Thief w/Pricer	500	1	467390 done	300	470864 done	200	500	$38.00	19000
Camel Logo Neon already exists	600	1	470522 done	600			600	N/A	-0-
Total Region Budget									$ 133,000

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Source: https://www.industrydocuments.ucsf.edu/docs/jrhy0000